

Maclean's

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a copy



CANADA'S
NATIONAL
MAGAZINE

•
TORONTO
JANUARY 15
1960
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In This Issue:

**Amazing Facts
About Skiing
in the
Laurentians
"White Gold"**

By Leslie Roberts



**Canada's
Fighting Forces**



**Beverley Baxter's
LONDON LETTER**

THE CAR THAT HAS EVERYTHING BIGGER and BETTER!



BIGGER, MORE BEAUTIFUL APPEARANCE

YOU can see that the new Oldsmobile brings the beauty you place in a bigger and more beautiful car every year! From styling, down to the grille in coming new continental body by Fisher, with sparkling new Kipling wheels in all three sizes for you! Old has the quiet look you like.



Prize, More Comfortable Seating? You can have it! The new Oldsmobile has a new long seat, more spacious and more comfortable. It's the only one that's so comfortable.



Amazingly easy to drive. It's the only car that's so easy to drive. It's the only car that's so easy to drive. It's the only car that's so easy to drive.

Now, Oldsmobile looks a bigger and better car in every price and power. The new Oldsmobile Sixty is larger, better performing, more looking and more — just a full inch down in the low price field. The popular great beauty of the new Oldsmobile Sixty is larger, better performing, more looking and more — just a full inch down in the low price field. The popular great beauty of the new Oldsmobile Sixty is larger, better performing, more looking and more — just a full inch down in the low price field.

OLDSMOBILE



Longer and Roomier Body by Fisher... New Synchro Spring... Improved Kipling Ribs, embodying Greater Coil Springing... Fine-Way Shock absorbers and New-Axles from Wheel... New "Sealed Beam" Wheelights... Super-Hydraulic Brakes... Performance with Economy... CANADA'S BIGGEST MONEY'S WORTH

Laxative Action Alone Is Not Enough!



To combat these effects of constipation, excess gastric acidity also must be corrected

Sal Hepatica combats both! That's why it so quickly relieves colic, headache, upset stomach, dull listless feeling!



Sal Hepatica works two ways to keep you cool and comfortable. It not only relieves the effects of constipation and excess gastric acidity, but also relieves the effects of cold, headache, upset stomach, dull listless feeling.

THE common elements which drag down your energy, spoil your good looks, usually are caused by two conditions—constipation in the system plus excess gastric acidity. And when you can't get rid of these two conditions, you can't get rid of the cold, headache, upset stomach, dull listless feeling. That's why you must combat both. That's why you must combat both. That's why you must combat both.

constipation. No wonder Sal Hepatica works so quickly... no wonder it so effectively helps to keep you well, energy up to go! Now that you're so sick, head-aching, listless, or feel a cold coming on, take two teaspoons of Sal Hepatica in a glass of water five hours before your next meal and energy will be restored... now quickly get back up that threatening cold, when Sal Hepatica combats both of the conditions that drag you down.

Get an aspirational free bottle of Sal Hepatica from your druggist today.

SAL HEPATICA

HELPS RELIEVE BOTH CONSTIPATION AND EXCESS GASTRIC ACIDITY

Mice and Men against Pneumonia



FOR MYSTIC, ALLEGORICAL REASONS, the white rat just got its share of blame, innocent human beings.

They resemble to the pneumonia germ (it is even mentioned in some of the earlier folk tales in the disease, though we have to go to the last century before we find the first folk tale which says, "The white rat brought the pneumonia germ to the door of the human house.")

Perhaps you do not know how much pneumonia has cost the world in the past few years. It is a disease which has been known to kill more people than any other disease in the world. It is a disease which has been known to kill more people than any other disease in the world. It is a disease which has been known to kill more people than any other disease in the world.

Diagnosis of pneumonia is most important, because it is a disease which has been known to kill more people than any other disease in the world. It is a disease which has been known to kill more people than any other disease in the world. It is a disease which has been known to kill more people than any other disease in the world.

During the winter months, pneumonia is a disease which has been known to kill more people than any other disease in the world. It is a disease which has been known to kill more people than any other disease in the world. It is a disease which has been known to kill more people than any other disease in the world.

The pneumonia germ is a disease which has been known to kill more people than any other disease in the world. It is a disease which has been known to kill more people than any other disease in the world. It is a disease which has been known to kill more people than any other disease in the world.

Metropolitan Life Insurance Company

NEW YORK

EDWARD L. BROWN
President of the Board

LEWIS A. FORTSON
President

CITYMAN READ OFFICE-577-7745

Could you find your way out of the maze of the city? You could find your way out of the maze of the city. You could find your way out of the maze of the city. You could find your way out of the maze of the city.

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JEROME was from long time to many friends, and just now he was in a very bad way. He was in a very bad way. He was in a very bad way. He was in a very bad way.

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After his last "romantic" letter, "There's something really funny about this. There's something really funny about this. There's something really funny about this. There's something really funny about this."

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The Stowaway

Continued from page 31—Start on page 31

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The Stowaway

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Alka-Seltzer

EFFICIENTLY REMOVES ACID FROM THE STOMACH

Alka-Seltzer is a powerful acid neutralizer. It is a powerful acid neutralizer. It is a powerful acid neutralizer. It is a powerful acid neutralizer.

There's something really funny about this. There's something really funny about this. There's something really funny about this. There's something really funny about this.

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A word to the wives

about COLDS HEADACHES SOUR STOMACH MUSCULAR ACHES AND PAINS

by Red Horner

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FREE! 60 BUICKS

also \$6,000.00 IN CASH PRIZES

6 Big
Weekly Contests
THESE PRIZES EACH WEEK

TEN 1940 BUICK 4-DOOR SEDANS

EACH WITH 1000 GALLONS OF GASOLINE
PLUS \$50 WORTH OF SERVICE OR ACCESSORIES

ALSO 100 CASH PRIZES \$10 EACH

"Best Buy's Buick!"

Six dozen new features. Big, straight-eight engines, smoother than a wrist watch. Front wheels that "steer" as the bumps. Coil springs all around that never need greasing. Smart, roomy, smooth and a full 107 hp. under its smart hood. A grand car and a grand price!

The Special
MODEL 41

STANDARD EQUIPMENT—
CHOICE OF STANDARD COLOURS



4-**FOR FIRST-PRIZE WINNERS**
IN CANADA—CASH
IN PLACE OF GASOLINE
Instead of receiving gasoline,
Buick winners in Canada will
receive enough cash to buy 1000
gallons of regular gasoline from
their favorite local dealer.



EXTRA
Special to Buick Winners
\$50 WORTH OF
FREE SERVICE OR
YOUR CHOICE OF
CAR ACCESSORIES

FOR CONTEST NEWS AND
PRIZE WINNERS TUNE IN ON

RADIO

"Mary Marlee" and "Life Can Be Beautiful"
Weekdays through Fridays—see
newspaper for time and stations.

EASY!

JUST FINISH THIS SENTENCE IN 25 ADDITIONAL WORDS OR LESS

I like Ivory Soap because...

BUICKS!!! GASOLINE!!! CASH!!! CREDIT!!! Imagine winning a brand new beauty of a Buick, with cash to buy 1000 gallons of gasoline—and \$50 worth of free service or car accessories. Why, you can run your Buick practically without cost for a year or two! And don't forget those 600 generous cash prizes! It's your golden opportunity of 1940!

600 PRIZES TO BE WON! 6 separate weekly contests! Enter all six! Enter each contest as often as you like! Anyone may win these magnificent prizes offered to get Ivory users to tell others what you like about pure gentle Ivory, serving so many Canadian families in so many helpful ways...

FOR THE BABY—Ivory is so pure and gentle that doctors advise it even for bathing the sensitive skin of babies. Perhaps you yourself were an Ivory baby.

FOR COMPLEXIONS—Have you tried Baby's gentle Ivory for your own complexion care? According to a recent survey, more doctors advise Ivory for complexion than any other soap.

FOR BATHS—From Dad down to the youngest—everyone enjoys a refreshing Ivory bath. They like the way Ivory floats—always in sight—always within reach.

FOR WASHING Dishes—How kind Ivory is to your hands. Haven't you noticed that gentle Ivory in your dishpan helps you keep your hands smooth and nice? And it costs less than 1¢ a day for all your dishwashing.

SO MANY THINGS TO WRITE ABOUT IVORY! IT'S EASY! Just look at the sample sentences below. Of course you can write sentences as good or better. So start now! Send in your first entries today. Get everyone in the family to enter.

MADE IN CANADA

SEND IN YOUR
FIRST ENTRIES TODAY!
ENTER EACH WEEK!
WHAT A THING TO WIN
A BUICK!



99¢/100% PURE! IT FLOATS



EASY RULES

1. Simply finish the sentence "I like Ivory Soap because..." writing 25 additional words or less. Write on one side of a sheet of paper. Print or write your name and address. Please send no extra letters, drawings, or photographs with your entry.
2. You can enter these contests as often as you like but each sentence must be accompanied by the wrapper from one Lifebuoy cake and one Mother's Day cake of Ivory Soap (all furnished). Mail to Ivory Soap, Montreal, Quebec.
3. There will be six weekly contests, each with a separate list of prizes. Opening and closing date and prize list.

CONTEST	OPENING	CLOSING
First	Sun. Jan. 15 (or before)	Sat. Jan. 27
Second	Sun. Jan. 28	Sat. Feb. 3
Third	Sun. Feb. 4	Sat. Feb. 10
Fourth	Sun. Feb. 11	Sat. Feb. 17
Fifth	Sun. Feb. 18	Sat. Feb. 24
Sixth	Sun. Feb. 25	Sat. Mar. 2

4. Entries received before Sunday, January 21, will be entered in the first week's contest. Thereafter, entries will be entered in each week's contest as received. Entries for the first week's contest must be postmarked before midnight, March 2, and must be received before March 15.
5. Entries will be judged for originality, clarity, and wisdom of thought concerning the condition and use of Ivory Soap. Selection of the judges will be final. Fancy entries will not count extra. Duplicate entries awarded to one of five. No entries returned. Entries, complete and ideas therein become the property of Procter & Gamble.
6. Any resident of Continental United States, Hawaii or the Dominion of Canada may compete, except employees of Procter & Gamble, their advertising agencies and the families of those employees. Contacts subject to all regulations of the Contest and Canada.
7. Prizes in each weekly contest are: 16 first prizes, each a new 1940 Buick Special 4-door sedan, with the cash equivalent of 2000 gallons of gasoline and a \$50 worth of free service or accessories; 200 second prizes, each \$10.00 cash.
8. Buick winners will be announced shortly after the close of each contest over Ivory's radio program "Mary Marlee"—Canadian Coast—and "Life Can Be Beautiful". Winners of \$10 cash prizes will be notified by mail.

THESE SAMPLE SENTENCES MAY HELP YOU WIN... SAVE THEM!



"I like Ivory Soap because..." It floats, makes a rich lather which rinses off easily, thereby adding tremendously to the comfort of a good warm bath.

Finish sentence "I like Ivory Soap because..." in 25 words or less. Attach wrappers from one medium-size and one large-size Ivory Soap (or freebies). Send entry to Ivory Soap, Montreal, Quebec.



"I like Ivory Soap because..." my baby looks and smells so fresh and sweet after his Ivory bath, and Ivory cleanses with a gentle smoothness that leaves his skin soft.



"I like Ivory Soap because..." for years it has done all my dishwashing safely and thoroughly and helped me keep my hands soft and smooth."